

Mockup Review Notes:

Creative Director: Rhea Khanna

Designer: Matt Janney

- Really like the way the title is handled – maybe could be done without grey/translucency and just with black & white which can be inverted when overlapped? (lol what I just said may not work... so in that case stick to the grey for the title!); also experiment maybe with font-weight (again, may or may not work – just something to try)
 - Instead of a picture taking up the entire homepage, maybe just a cutout of Hedi Slimane toward the side, against a plain background could work.
 - Try positioning the navigation tabs linearly on an x axis
- I think you have a great grasp of the feel and aesthetic, but I think it'd be more striking if you moved away from grey tones, to black and white (white background), to create stark contrasts.
- For the YSL rebrand section, I may actually add that after Slimane in fashion, and try to make it the focal point through the design of that section (like it would probably take up more space than the other sections and could just have more of a striking title or something)
 - I love how you separated the before and after, but if you can, it'd be cool if the before and after progressed top-down, rather left to right.
- Overall, I'd reduce the text and try to keep it minimal and open - but I'll send you the exact text to save you time from sifting through all that information!!

I really liked your initial mockup! And you should have the text by Friday :)